



Quality in Tourism

Visit Report

Self-Catering Standard

Mill House

Leominster

★★★ **Self Catering** **73%**

Visit date: 23 Mar 2016

Visit type: Day

QiT No: 12312

	Score
Exterior	
Appearance of buildings	3
Grounds, gardens and parking	3
Environment and setting	3
	60%
Management Efficiency	
Pre arrival info including brochure	4
Welcome and arrival procedure	4
In unit guest info and personal touches	3
	73%
Public Areas	
Decoration	4
Flooring	4
Furniture, furnishings and fittings	4
Lighting, heating and ventilation	4
Space, comfort and ease of use	3
	76%
Bedrooms	
Decoration	4
Flooring	4
Furniture, furnishings and fittings	4
Lighting, heating and ventilation	4
Mattress, bed bases and headboards	4
Bedding and bed linen	4
Space, comfort and ease of use	4
	80%
Bathrooms and WCs	
Decoration	3
Flooring	4
Fixtures, fittings and sanitary ware	4
Lighting, heating and ventilation	3
Space, comfort and ease of use	4
	72%
Kitchen	
Decoration	4
Flooring	4
Furniture and fittings	2
Lighting, heating and ventilation	4
Kitchen equipment	3
Crockery, cutlery and glassware	4
Kitchenware, pans and utensils	4
Space, comfort and ease of use	3
	70%
Cleanliness	
Living and dining area	4
Bedroom	4
Bathroom	4
Kitchen	4
	80%
	73%

Key Scores and Sectional Consistencies

Overall

73% = Level 3; (60% to 74%)

Cleanliness

80% = Level 4; (80% to 89%)

Public Areas

76% = Level 4; (75% to 86%)

Bedrooms

80% = Level 4; (75% to 86%)

Bathrooms

72% = Level 3; (60% to 74%)

Kitchen

70% = Level 3; (60% to 74%)

In order to achieve a star rating the following elements of the assessment need to be satisfied.

1. All Minimum Entry Requirements must be met. (See Minimum Entry Requirement page in this report for detail)
2. The Star rating will be no higher than the level achieved by the overall percentage.
3. Key Area Scores: All sectional consistency areas must be equal to or higher than the overall rating (No areas to be below the overall)
4. The Star rating will be capped if Key Requirements are not met at each rating level.

Overview

Mill House Flat continues to achieve a Three Star Self Catering rating. The overall score achieved sits in a very strong position within this grading band. The public areas and bedrooms continue to be of a high quality standard. Housekeeping standards in the flat continue to be a credit to the owner. As was discussed some updating within the bathroom and kitchen would be of benefit and is required if a Four Star rating is to again be achieved in the future or a potential Gold Award at the Three Star level. It is appreciated that the owner Mrs Thomas and her daughter Carol, with whom the visit was completed, are to carry out additional work as budgets allow and feel that the Three Star rating is appropriate at the present time.

Units Seen

Mill House Flat was viewed (1 of 1) accompanied by Mrs Thomas and her daughter Carol

Website Feedback

On conducting a geographic search for holiday cottages using Leominster the property site www.woontoncourt.co.uk was not listed on the first 5 pages of the results. The search had to be narrowed to Leysters to achieve a page 2 ranking. It was suggested that the Google business page that is displayed when the property is googled could be claimed and be updated. The incorrect rating level was observed and this needs to be amended. A new version of the star rating logo will be forwarded. A farmstay link is in place however this is not working correctly as was mentioned. Provision of an access statement on line is recommended and clarification of the pets policy is needed. It is understood there have been issues with the website and the ability to change information. A new site is therefore being considered. This is very much encouraged to promote marketability. It was discussed that this would benefit from being mobile friendly. Further on line marketing information can be found on www.visitengland.com/biz/onlinemarketing.

Cleanliness/Housekeeping

Additional cleaning and organisation in the ground floor communal area would be of benefit and enhance first impressions. Beams and high level surfaces are cleaned to a high standard in the public areas and bedrooms with minimal dust and cobwebs evident. The bathroom pull cord was very discoloured. Polishing of bathroom fittings enhances presentation. Kitchen equipment is cleaned to a high standard.

Public Areas

Décor in the public areas presents well with just a small area beneath the window scheduled for repair. Beams add interest. Carpeting is of a high quality and attention to the seams has been completed since the last assessment. Easy seating provides great levels of comfort. Very good occasional pieces of furniture are also well positioned. It was mentioned that a larger dining table could further enhance ease of use.

Bedrooms

The main bedroom is very spacious and accommodates the additional single bed comfortably. Additional easy seating is also in place. The single room is also well proportioned. As with the lounge high quality décor finishes and carpeting were noted as in place. Some individual furniture pieces are of a superior quality as was mentioned. Mattresses are supportive and care continues to be taken with the presentation of bedding and linen. The double bedspread has just been deep cleaned.

Bathrooms

The bathroom is of a very good size and it is appreciated that consideration is being given to updating this area with a shower potentially proposed. Décor was in a good condition on this occasion and even if extensive work is completed it would be beneficial to 'make good' the paint work surrounding the heater in the interim. A modern heated towel rail could be introduced and a new pull cord was recommended. Cork flooring currently in place is hygienic.

Kitchen

The open plan kitchen area is of a practical size and good levels of work surface and storage space are provided. The condition of the units is a weaker element of the kitchen and investment is encouraged as was highlighted at the last assessment. A good range of equipment is in place and the items are in a good order. Refurbishment of the kitchen could be an opportunity to enhance ease of use as well as presentation.

Additional extraction is usefully provided and lighting is well positioned. Very good kitchenware and crockery is provided.

Management Efficiency

Obtaining greater control of the website in the longer term will be positive. A very warm welcome continues to be provided and guests can readily request assistance with the owner resident on site. Some additional emergency information is needed and it was also suggested that post codes could be added to the amenity details that are already in place.

Potential for Improvement

It was recommended that the ground floor area that is used by the camp site guests, that the flat occupants have to walk through, could be neater. This would then provide a first impression that was more consistent with the very good presentation of the flat.

To again achieve the higher Four Star rating or to move towards a Gold Award at the Three Star rating level some development of the business would be needed.

Updating of the kitchen units in particular is recommended as was discussed. Some changes to the kitchen to enhance ease of use and improve the kitchen equipment could be made. In the bathroom painted surfaces would benefit from being refreshed in the short term with fittings altered. It is understood a more extensive refurbishment of the bathroom is being considered which may include the introduction of a shower. The introduction of a larger dining table could enhance guest comfort.

Additional control of the web site in the longer term was discussed and a new site is currently being considered.

In the guest information emergency detail needs to be added and post codes could be included to ensure guests can find amenities readily.

Highlights

The period property sits within a rural environment. Investment since the last visit has been extensive with rewiring having to be completed throughout the accommodation and this has recently been completed. The public areas and bedrooms continue to be of a very good quality with all the physical elements being of a very good standard. Easy seating is comfortable and some excellent individual furniture pieces were observed. Repairs to the flooring seams have been completed.

In the kitchen the décor and flooring are well maintained and very good kitchenware and crockery is in place. Housekeeping practices continue to be of a consistent high standard and the bedspread has recently been deep cleaned.

Minimum Entry Requirements

Unit: The Mill House Flat
Standard: Self-Catering
Designator: Self Catering
Rating: Three Star

For a rating to be awarded by VisitEngland a property must meet all Minimum Entry Requirements
Key Requirements, as appropriate to the Star level
Any Additional Requirements

At the time of our visit, the property did not meet all of the Minimum Entry Requirements and /or Additional Requirements/Key Requirements. The items/services listed below are those required in order to participate within the scheme at the designated level. The rating level may need to be revised if these are not provided by the time of the next assessment visit.

General Requirements

Access statement	The access statement needs to be completed and it is recommended that it be made available on line
Clear detail of in-house policies e.g. smoking, pets etc	Please clarify the pets policy in the pre booking information

Health, Safety and Security

Emergency services contact details, e.g. doctor, dentist, nearest casualty unit, vet, nearest payphone	This information needs to be provided within the flat
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Visit Report

Your VisitEngland quality assessment report, comprising scores, star rating and commentary reflects the experience of the Quality in Tourism assessor on the day of the visit.

Appeals procedure

If for any reason you wish to appeal against the rating awarded, VisitEngland has an established appeals procedure, which Quality in Tourism operates on its behalf. A fee is payable, which is refunded if the appeal is upheld. Applications should be made within 14 days of receipt of the report. For details please contact Quality in Tourism at qualityintourism@uk.g4s.com or telephone 0845 300 6996. Details can also be found at www.qualityintourism.com.

Additional visits

Visits are generally carried out annually, but if you are aiming for a higher rating or accolade and prefer an earlier visit during the same participation year, this can be arranged for an additional fee. Contact Quality in Tourism for details.

Publishing of reports

This report may, at your discretion, be displayed in its entirety in any printed material or via electronic media.